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THE BEACH NEWS

Subscription $1.00 a Year

ADVERTISING PAYS — Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma — SUBSCRIBE NOW!

VOL. 2—NO. 37 KIRK SMITH, Editor-Owner Ocean Beach, California, Friday, August 1, 1924 PHONE POINT LOMA 17 FIVE CENTS THE COPY

Construction Increasing

BUILDING ACTIVITIES SHOW MARCH OF PROGRESS IN BEACH DISTRICTS

The swish of the sea on the sands and the surge of the surf on the cliff shore are made more melodious with the song of the hammer and the buzz of the saw heard in every section of San Diego's splendid beach district. From some data courteously furnished by Manager "Bill" Rabsahl, of the O. B. Lumber Co., the following are among the building activities noted hereabouts:

Residences are under construction for C. E. Rumley, 5111 Brighton; R. C. Culp, Narragansett; Mr. O'Leary, 4522 Brighton; F. C. Rowley, Bolena; George McMann (by Contractor Hait), Santa Cruz; E. R. Fricker, Larkspur; F. Kramer, Ocean Front, Sunset Cliffs; R. J. Pierce, Muir; M. J. Clarkson, 4603 Larkspur; H. Allison, Narragansett; R. L. Fleming, 4834 Niagara; and Chas. Sachaladen, Froude; W. E. Butler, Saratoga.

Cottages are being built for F. L. Lewis, Loma Alta; Mrs. Hammer, DeFoe; W. B. McBride, Brighton; H. H. Hall, Lotus; A. Weischerdel, 4812 Cape May; Mrs. Pohl, Saratoga; H. B. Miller, Loma Alta.

Extensive improvements and alterations are being made for Mrs. Chas. Slaughter, Niagara; R. F. Smith, Coronado; F. W. Clayton, Ettawanda; H. M. Wood, 1775 Ebers; J. T. Quinn, 4730 Brighton; Roy Cline, Niagara; Calvin Hubbard, Brighton; J. L. Carter, 4746 W. Pt. Loma; E. Greene, 2181 Froude; Mrs. A. B. Mulville, Del Mar; S. M. Marshall, Bacon; W. D. Smith, 4119 Voltaire; E. Snyder, Ebers, and M. G. Wright.

At Mission Beach construction work is being done for W. E. Gibbs, Salem Court; F. J. Caywood, Mission boulevard; L. Shapiro, York Court; Mrs. N. Munroe, Francis Zahler, L. E. Hill and Judge Chambers.

F. J. J. Lans is improving his fine nursery on Mount Soledad, Pacific Beach.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

GEO. FINLEY BUILDING FINE HOUSE IN CITY

Geo. Finley, most well and favorably known as an original O. B. carpenter, is constructing a fine house at 4169 Front street, Mission Hills, and he patronizes local industries for his materials.

REMOVAL NOTICE — C. Townsend Brown, sign painter, has removed his commercial paint shop to 4985 Newport avenue, two doors from O. B. Pharmacy.

LIVING MODEL REVUE BATHING COSTUMES

Typical of the periods during every decade from the year 1850 down to date, a living model revue of feminine bathing costumes will be the feature attraction on the ocean front next Sunday afternoon. There will be all sorts of prizes and special movie pictures will be taken of the crowds and the participants in the bathing beauty contest.

COURTHOUSE CHRONICLER FIGHTING FOR HEALTH

Clever and popular Fred Cox, who has long and ably "covered" the courthouse for the San Diego Union, is a patient at the Burlingame hospital, where he is fighting a brave battle against the white plague. His many friends wish him victory and an early return to reportorial duties.

Keep advertising—and advertising will keep you!

Supreme Sale Event

SPLENDID CHANCE TO SECURE BIG BARGAINS AT NEWPORT SHOPPE

Once every so often in a lifetime the opportunity arises for securing real bargains in dry goods, wearing apparel and notions. Just such a chance has now arrived at the Newport Shoppe as announced by Mr. and Mrs. E. Grenawalt, of a wonderful sacrifice sale for ten days, beginning tomorrow, August 2.

In an attractive display ad, covering nearly the whole back page of this issue, record-breaking values are listed for this supreme sale event at the Newport Shoppe. Exceptionally liberal discounts are given on ladies' and children's garments and men's wearing apparel, while remarkable bargains are offered in shoes of all kinds for the whole family, from grown-ups to the little tots.

Special attention is called to the great reduction in standard sweaters and bathing suits of most attractive colors and styles, while a world of bargains may be had in ribbons and laces, table covers and drapes, and notions and toys.

Particular emphasis is given to the fact that this is no camouflage sale, but a genuine sacrifice of values, made necessary in the exigencies of business. Read every line of the big display announcement and don't miss this chance of a lifetime for bargains.

CARD OF THANKS

Sincere thanks are extended for the many expressions of sorrow and beautiful floral tokens bestowed during my recent bereavement in the loss of my beloved husband, C. E. Henning.

STELLA M. HENNING.

Picture Frames, Froide's, opp. P.O.

Mission Beach

NAVAL RESERVES TO HOLD JOLLIFICATION AT MISSION BEACH

Tomorrow (Saturday, August 2,) has been scheduled as mobilization day for the reserve forces of San Diego in the way of a big jollification at Mission Beach for the wives, families and friends of the reserves.

A special train of the San Diego Electric railway has been arranged to transport the reserve forces and families to the beach. There are about 200 members of the reserve in San Diego, and the beach frolic is expected to be well attended. There will be a special program of sports and amusements, with good music by the newly organized band and orchestra.

THE LEONARD DELICATESSEN
5033 Newport Avenue, O. B.

PARKING RESTRICTIONS AT MISSION BEACH

Under an amendment to the city traffic ordinance, adopted by the city council this week, automobile parking is to be extensively restricted on certain streets of Mission Beach.

The ordinance provides that it shall be unlawful to park on the east side of Bay lane and the west side of Strand way.

It also shall be unlawful to park on the north side of any street in a district bounded by Mission boulevard, Yarmouth court, the west shore of Mission bay and the Shore Drive place.

Parking also is prohibited on the south side of Mission boulevard, Zanzibar court, the Pacific ocean and Anacopa street.

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

CONNECTING UP THE PATTIES

"In the evening we came in sight of San Diego, the place where we were bound. In this port was one merchant vessel, which we were told was from the United States, the ship Franklin, of Boston."

Though James O. Pattie's Narrative refers but once, as above, to this side of the bay, and though the Pattie episode in the history of San Diego is altogether outside the history of Point Loma, yet we have a very good reason for presenting it in outline at this point. We have living amongst us today here in Ocean Beach a lady who is able to set right several matters of misinformation in regard to that Pattie party of 1828.

At page 93 of Smythe's history there is a very interesting picture, copied from the narartive. It is labeled remarkably, "Burial of James O. Pattie on Presidio Hill," and is as Mr. Smythe says, "somewhat fanciful, having been made from memory."

The truth is that James O. Pattie was never buried on Presidio Hill. Mary E. Pattie Hiatt, living at 4915 Cape May avenue, Ocean Beach, since 1920, distinctly recalls her grandfather, that same James O. Pattie—"Ohio" Pattie, as he was always called in Missouri where he had come from.

"He was a small man," she remembers. "He was good looking and well made. He had dark eyes and dark hair. He came back to Missouri when I was eight years old. I remember him very well. He bought oxen and wagons and hired a man to drive one team and then he came out to California again. That was in 1848. We heard that he had made a good deal of money out here."

It was of course Mrs. Hiatt's grandfather, Sylvester Pattie, who died in our Old Town jail.

The story of the Pattie party goes back to the return in 1806 of the Lewis and Clark exploring expedition. For three generations the Pattties in America had been frontiersmen, moving westward as civilization advanced.

Sylvester Pattie was a Kentuckian, who in 1812 moved to Missouri. In the summer of 1824 he and his young son "Ohio" with three others set out from St. Louis and crossed the plains, seeking to do in the southwest whatt he Lewis and Clark expedition had done in the northwest. They came towards San Diego, there expecting to purchase horses. Horses in 1828 were running wild here on Point Loma. There were so many of them, ten or fifteen years later, as Luis Serrano remembers, that they were slaughtered in great numbers. The Patties were ordered to prison by the Mexican governor, Echeandia, who for the time being had his headquarters in Old Town. He mistook these American pioneers for Spanish spies.

James O. Pattie, after many months of imprisonment, obtained his release through his ability to interpret Spanish and English and because of his knowledge of the use of vaccine virus. According to his own story he went up and down the Pacific coast vaccinating thousands of Californians and Indians, during the epidemic of smallpox that raged at that time.

Mrs. J. J. Budke, one of Mrs. Hiatt's daughters, who is also a resident of Ocean Beach, has one of the now very rare copies of the "Personal Narrative of James O. Pattie of Kentucky," and she and the other sister, Mrs. William M. Andrews, drawn as was Mrs. Hiatt, back to this place where their father's father suffered and prospered, point with pride to the words of Dr. Thwaites, the editor of the 1905 edition of the Narrative:

"Brave, honest, God-fearing, vigorous in mind and body, the Patties belonged to that class of Americans who conquered the wilderness and yearly pushed the frontier westward."

"And mother," Mrs. Burke says, "is that same type—a true, loyal, pioneer spirit. At eighty-four, she is doing her own work—stronger, more progressive than any of the rest of us!"

(Continued next week)

Kodak Films, FROIDE'S. opp. P.O. **Kodak Finishing FROIDE'S op. P.O.**

Presents For All

COUNTRY STORE EVERY FRIDAY NIGHT AT OCEAN THEATRE

As a big drawing card for the week-end at the Ocean theater Manager Ray Ericcson announces the introduction of a "Country Store" with presents for everybody tonight and every Friday night throughout the summer. Special high class attractions are booked for the weekly show nights as outlined in the regular announcement on page 3, and patrons are advised not to miss "The Virginian," with Florence Vidor and Kenneth Harlan in the leading roles, next Tuesday and Wednesday nights.

THE BEAUTY SHOP
Phone Point Loma 63-W.

FATALLY BURNED WHILE AT WORK

John Carter, a painter of San Diego, expired last Sunday from injuries received while at work July 21 on the Ocean Beach junction power house of the electric railway. It was found at the inquest that he accidentally came into contact with a high voltage wire while on the roof of the house adjusting hooks for scaffolding. Three children, aged nine, eleven and fourteen, are left orphans by the death of Mr. Carter, whose wife died about eighteen months ago.

O. B. Library

MARGARET RANKIN, Librarian

The O. B. Branch Library has a very interesting collection of California books which are on display this week and include the following:

"History of California," Bancroft; "San Diego Mission," Engelhardt; "California Desert Trails," Chase; "California the Golden," Hunt; "Glimpses of California and the Missions," Jackson; "True Story of Ramona," Davis; "A Tenderfoot in California," Halsey; "Through Ramona's Country," James; "Mountaineering in the Sierra Nevadas," King; "Adventuring in California," Parkinson; "San Diego Yesterdays," Perkins; "White Heart of Mojave," Peirotti; "Romantic California."

Stationery Supplies, Froide's, op. P.O

DEMISE OF MRS. ROUSSEAU

Following a protracted illness, Mrs. John Rousseau passed away last Friday, July 25, at the residence, 4480 Greene street. She was a native of France and had reached the age of seventy-seven years and five months. Besides her husband she is survived by her daughter, Mrs. John Hogan, of Los Angeles.

CLASSIFIED ADS GET QUICK RESULTS

Mail Men On Duty

FREE POSTAL DELIVERY BEGINS THIS FRIDAY IN OCEAN BEACH

In accordance with governmental postal regulations carrier service will be inaugurated in the paved sections of Ocean Beach today, August 1st. Postmaster Rankin emphasizes the fact that it is absolutely necessary that residents provide mail boxes at their homes and also provide for the proper numbering of their houses. The mail man will be around twice daily.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

CHAMBER OF COMMERCE MEETS MONDAY NIGHT AUGUST FOURTH

* * *

The regular meeting of the Ocean Beach Chamber of Commerce will be held next Monday night, August 4th, in the Congregational church building on De Foe street. Many matters of vital interest are to be brought forth and all members are urged to be present.

The following appointive committees by President Agan have been announced: Publicity Committee, Kirk Smith, W. E. Benbough. Membership Committee, F. B. McElwee, C. C. Kellogg, Geo. Copeland. Entertainment Committee, F. J. Stoetzel, H. K. Rankin, Dr. Leon Smith. Finance Committee, W. H. Rabsahl, W. J. Kennedy.

POPULAR CONCERT at the Baptist church Thursday evening, August 7th. Watch for advertisements.

Pacific Beach

ENTERTAINMENT AND DANCE TONIGHT

Under the auspices of the Pacific Beach Community League an entertainment and dance will be given this Friday night, August 1st, in the school auditorium, Pacific Beach. An exceptionally fine orchestra has been engaged and refreshments will be served.

FATAL FALL FROM FAST NIGHT TRAIN

Miss Catherine Good, daughter of Hugh Good, an employe and member of the International Theosophical society on Point Loma, was killed late last Friday night when she fell from a speeding train near Leroy, Wyo. She was twenty-five years of age and was accompanied by her father on a trip to visit relatives in Sioux City, Iowa.

RADIOMAN DROWNS IN POINT LOMA POOL

Louis S. Roland, radioman, first class, stationed at the Point Loma naval radio station, was drowned when he returned for a second swim last Tuesday in the old reservoir used as a swimming pool by the enlisted men at Fort Rosecrans. He was a native of Schenectady, N. Y.

TAX EXEMPTION

How nice it sounds!

But supposing some one proposed double taxation for the majority of people in order that a minority might go tax free.

Such a proposal today would cause unqualified condemnation, yet our law makers, by refusing to change our old laws so as to prohibit the further issuance of tax-exempt bonds, are sanctioning the double taxation method for the masses in order that tax exemption may be enjoyed by the few.

Mercantile Immensity

O. B. LUMBER COMPANY RECOGNIZED AS GREATEST INDUSTRY HEREABOUTS

Under the able and efficient management of W. H. Rabsahl, whom we all call "Bill," a steady and substantial growth is everywhere in evidence at the yard, mill and office of the Ocean Beach Lumber Company on De Foe street, corner of Muir avenue.

Covering an area of ten lots, 140 by 250 feet, the immense plant is being enclosed with a high, strongly-built cyclone fence, with an inclined protection top of three lines of barbed wire. There are eight big double gates and the huge posts are all set in concrete. The fence construction is under the personal supervision of R. J. Pierce.

The great lumber yard is arranged with wide aisles, for convenience in handling the large quantities of lumber of all kinds stacked in rows upon rows from end to end. The assortment of building material is so varied and extensive as to cover any and every need in the line of construction from an humble chicken coop to the most modern mansion.

The mill, adjoining the lumber yard is fully equipped for turning out work of every description necessary for the builder. William O'Hara is the expert yard and mill foreman and a force of seven men are constantly employed about the premises. Sash, doors and mill work form a specialty, while cement, wall board and roofing material of all kinds are kept in a separate and easily accessible building.

The office is a gem in the way of a business apartment. It is conveniently situated directly on the street corner and the interior, as most artistically decorated by the well known "Jack" Ellis, comprises one of the most attractive mercantile offices in Southern California. Presided over by "Bill" Rabsahl, with the cheerful and competent assistance of John Lupton, orders and accounts receive prompt attention, while customers may be always asured of satisfactory service from estimates to delivery and some added accommodation all along the line for good measure.

Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon st., phone Pt. Loma 72-W

MRS. MILDRED L. GREENE CANDIDATE FOR RE-ELECTION AS SUPERVISOR

Mrs. Mildred L. Greene, supervisor of the First District of San Diego county, today has announced her candidacy for re-election to succeed herself, at the primary, August 26th, 1924. Mrs. Greene states that she is desirous of serving the people again, believing that the experience she has gained and the knowledge she has acquired as to the wants and needs of her district and the county as a whole will be of great benefit to the public in the future.

Mrs. Greene is the widow of the late Harry P. Greene, and has been a resident of San Diego county for twenty-seven years. She is a member of the Mission Hills Congregational church and is actively affiliated with the Woman's Civic Center, the Business and Professional Womans' Club and the San Diego Club. Mrs. Greene holds the honor of being the first woman supervisor elected in the State of California.

It is stated that never before in the history of San Diego county have the supervisors faced such big problems, as this year, in the way of paving; replacement of wooden bridges with concrete structures; additions to our numerous institutions; establishment of a county health program and other important issues, to all of which Mrs. Greene gives her approval but still feels deeply the necessity of carrying out these plans with the greatest possible conservation in the matter of finance so that the tax rate may be materially reduced.

We Carry a Complete Line of
HUDNUT'S TOILET ARTICLES
Be Sure and See Our Week-end
TRAVELETTES
Come in and Ask For
FREE SAMPLES

RICHARD HUDNUT
THREE FLOWERS TWIN COMPACT
The Latest Creation of Richard Hudnut
Containing
POWDER IN FIVE TIMES QUANTITY OF ROUGE
Smart Packet for Hand Bag or Dressing Table
Refillers may be obtained
Twin Compact (closed)

Fountain Drinks at City Prices.
ICE CREAM delivered in gallons, quarts or pints.

PRESCRIPTIONS carefully compounded by Registered Pharmacist.

OCEAN BEACH PHARMACY
Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

Phone, Point Loma 112-J.
BUNGALOW GROCERY
E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
SPECIAL for
SATURDAY and SUNDAY Only
3 cans Van Camp's Soups 25c
4 lbs. Tomatoes 25c
7 lbs. Choice Potatoes 25c

Authorized FORD and CHEVROLET Service

Ocean Beach Garage
HENRY EULBERG, Proprietor
4868 Newport Avenue
Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W
Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES
EXPERT BATTERY SERVICE
AUTOMOBILE REPAIRING
BEST EQUIPPED FOR SERVICE

KEEP COOL
During the Summer Days,
By Getting Your
ICE CREAM
On the Corner at
HARRY'S PLACE
Newport Avenue and Bacon Street
Pure Ice Cream served to your liking—plain, or with a topping of your favorite flavor.

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
Office Phone Point Loma 136
FEED, FUEL and HARDWARE

BEAUTIFUL WORK
Each piece of Laundry work intrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.
The American Laundry
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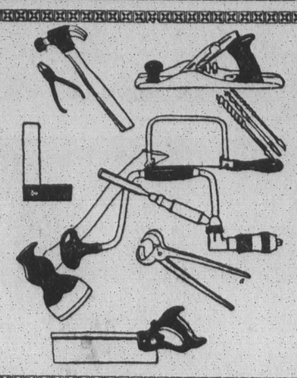
Phone Point Loma 31
Look for our solicitor—he has a PERSONAL MESSAGE for you.

Get our prices on PAINT.
H. H. REID & SON
Paints, Hardware and Household Supplies
STANLEY 4-SQUARE
HOUSEHOLD TOOLS
See Our Window Display
5050 Newport Avenue
Phone: Point Loma 49



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Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

JOHNNY DEMOS HAS HAPPY CELEBRATION ON HIS NINTH BIRTHDAY

In commemoration of his ninth birthday on Thursday, July 24th, Johnny Demos, son of Mr. and Mrs. A. Demos, of the Candy Kitchen, on Newport avenue, held a happy party and was the recipient of many useful and appropriate presents. There was a big birthday cake with nine candles and a bountiful supply of ice cream, fruit and candies.

Among those who enjoyed the party were Paul Haas, Nick Demos, Arline Schiroli, Eugenie Demos, Leola Schiroli, Mrs. Jerry Pickard, Roy Leonard, Ward Shafer, Harry Kalleris, Mrs. Kirk Smith, Mr. and Mrs. Ralph Adams, Mr. and Mrs. Peter Green.

◆ ◆ ◆

Birthday Cards, FROIDE'S, opp. P. O.

◆ ◆ ◆

CHILDREN'S PICNIC COMING

The W. C. T. U. are making plans for a children's picnic to be held at Ocean Beach, August 6.

◆ ◆ ◆

BACK FROM VACATION

Mr. and Mrs. B. T. Mitchell, of 5059 Brighton avenue, returned this week from their vacation trip. They report having had a wonderful time motoring up as far as the Canadian border.

◆ ◆ ◆

GOING EAST SOON

Miss Barbara Grainger of 4824 Coronado avenue, has as her house guest Miss Josephine McNamara of Detroit, Mich. In a couple of weeks, they both expect to leave for the east. Miss Grainger will visit relatives, and will later return to her home in Ocean Beach.

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UNDERGOES OPERATION

W. H. Martin, popular proprietor of Martin's Grocery on Niagara avenue, was taken to the hospital last Sunday afternoon. He was operated on for gallstones Monday morning and latest reports are that he is getting along finely.

POT-LUCK SUPPER AND BEACH PARTY

Woodbine Temple No. 36, Pythian Sisters, gave a beach party for all members and families at Mission Beach last Thursday evening. A pot-luck supper was served between 6:30 and 7 o'clock. Each member brought cups, plates, silverware and something for supper. Headquarters were established at Mrs. Pearl Brown's cottage on the bay front.

◆ ◆ ◆

THE BEAUTY SHOP
Phone Point Loma 63-W.

◆ ◆ ◆

MOTHERS' CLUB MEETS AT MISSION BEACH

The Mothers' club of San Diego met last Wednesday with Mrs. C. A. Walton at her cottage, 811 Newport Court, Mission Beach.

◆ ◆ ◆

WON VACATION TRIP

Walter Moore, son of Mr. and Mrs. C. S. Moore of 4775 Naragansett avenue, returned last Tuesday from a trip to Hulbert's Grove. He was one of the winners in a recent contest among San Diego newsboys.

◆ ◆ ◆

THE LEONARD DELICATESSEN
5033 Newport Avenue, O. B.

◆ ◆ ◆

SIX WEEKS' TRIP

Mrs. Jesse Tanner and daughter, Miss Frances of Brighton street, left this week for a six weeks' visit in Illinois and Wisconsin.

◆ ◆ ◆

WELCOME NEW ARRIVALS

Howard Batt has moved his family here from Carbondale, Colo. Mr. Batt is employed at the O. B. Lumber company.

◆ ◆ ◆

AWAY ON WEEK'S VISIT

Mrs. Norma Ericcson, who so charmingly presides in the box office at the Ocean theatre, is taking a brief vacation visiting relatives in Los Angeles.

◆ ◆ ◆

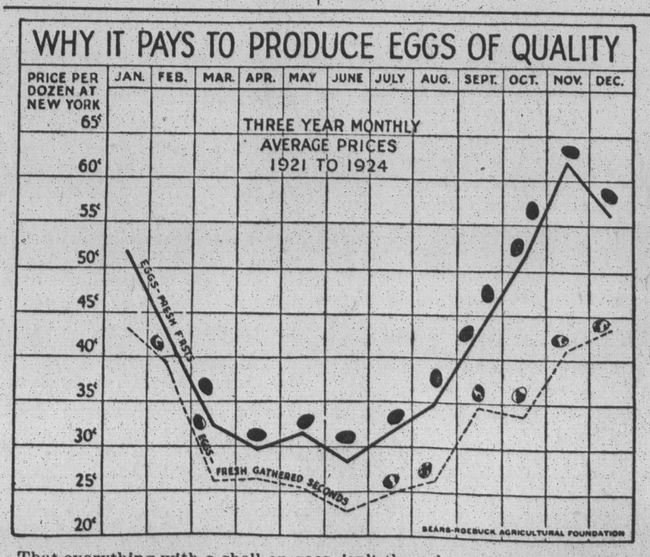
Picture Frames. FROIDE'S, opp. P. O.

THE BANKER

The banker is a business man but, at the same time, he is a public servant. He manages his institution to earn dividends for its stockholders, but it has now come to be regarded as his duty to give sound advice and perform many services which result in no direct addition to his earnings account. He accepts the deposits of the parents for the account of the baby when it is born. He keeps the funds and invests them as the child grows. He advises the young man when, in leaving school, he enters business. His counsel is given with financial assistance as the business develops. When his client retires from its management he acts as trustee in handling his investments and finally upon the client's death, he is called upon to administer the estate and act as an advisor to the heirs. A knowledge gained from books is a necessary part of his preparation but he needs many things which he cannot learn in that way—greatest among them, an understanding of human nature.—Clarence R. Chaney, President American Institute of Banking.

The Eau Claire County Bankers Association, Wisconsin, appointed an agricultural committee early in May. Plans are now under way to adopt definite farming projects for the county in line with the projects adopted by the state bankers agricultural committee in co-operation with the College of Agriculture. This is the start of the organization of Wisconsin counties in the banker-farmer movement.

WHY IT PAYS TO PRODUCE EGGS OF QUALITY



That everything with a shell on goes, isn't the rule any longer. On the market today, it still goes, but at a price below a first-class egg. Opportunity for the greatest success in egg production lies in producing an article that is better than the average, then selling it as such. It isn't hard to find a market willing to pay a premium of 6 to 7 cents a dozen over firsts and from 9 to 13 cents a dozen over seconds, according to the Sears-Roebuck Agricultural Foundation.

The premium on fresh-gathered firsts at New York City during a three-year period over fresh-gathered seconds was substantial as shown by the accompanying chart. During February, March and April, when practically all eggs are good, the prices of extra firsts average only from 1 to 4 cents higher than for seconds. In May the spread begins to widen. In August the margin on extra firsts is around 9 cents. It continues to widen until in November, when the high peak is reached, with extras at 62 cents a dozen and seconds at 41 cents. It costs a little more and it takes a lot of extra effort to market high quality eggs. Yet the gain is ample return for the extra expense and labor.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

O. B. Gleaners
R. D. CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

San Diego's All-Year-Round TOYLAND
New Juvenile Automobiles.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Air Rifles.
Now on Display
Visitors always welcome.
PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

No matter who or what you are or may become, you owe it to yourself and to your family to secure
LIFE—ACCIDENT—HEALTH
INSURANCE
MUTUAL LIFE INSURANCE COMPANY
Of New York
SAN DIEGO BRANCH
Chas. Shields
308 Watts Building
Assistant District Supt.
Kirk Smith
Special Representative
Phone 643-72

Phone, Pt. Loma 150-W
BELLINGER'S GROCERY
Formerly Chris Homeyer's Store.
Cor. Cable and Voltaire Sts.
STAPLE GROCERIES, also Smoked and Cold Meats.
FRUITS and VEGETABLES

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

◆ ◆ ◆

Subscribe for "The Beach News."

Political Adv.

Mildred L. Greene
CANDIDATE FOR RE-ELECTION
SUPERVISOR
FIRST DISTRICT
Solicits Your Support at the Primary
August 26th, 1924

Free Plan Service
Plans and specifications for all classes of buildings drawn to meet your ideas. A well planned home costs no more than one poorly planned.
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CURTAINS AND DRAPERIES
Cutting and Making
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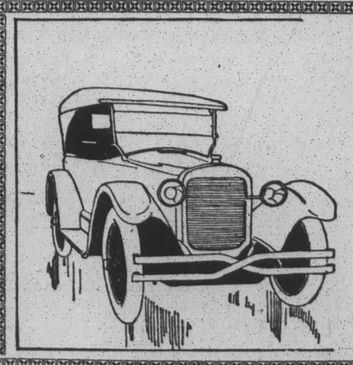

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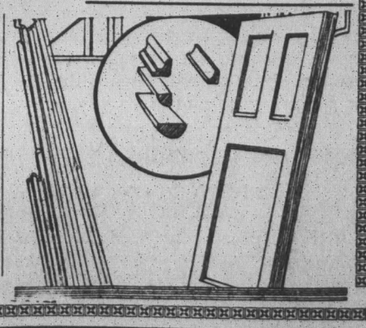
P. A. KIERSTEAD, Propr.
Voltaire and Cable Streets
Ocean Beach
BATTERIES RE-CHARGED
All Varieties of
OILS AND GREASE
Special "Boyce-Ite" Service

Ocean Beach Lumber Co. W. H. RABSAHL, Manager
Phone, Pt. Loma 40-J
LUMBER, SHINGLES, LATHS
LIME, CEMENT, NAILS
ROOFING MATERIAL, WALL BOARD
Office, Yard and Mill
MUIR AVE. and EBERS ST., O.B.
Lumber Estimates Cheerfully Given



POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is Point Loma 4.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department Phone 622-44

OCEAN THEATRE

TONIGHT FRIDAY ONLY
BIG COUNTRY STORE
Presents for Everybody
A BIG SPECIAL
At Regular Prices

SATURDAY
Tom Mix
—in—
"THREE JUMPS AHEAD"
Also Comedy
Admission 15c and 20c

SUNDAY
James Oliver Curwood's
"THE BROKEN SILENCE"
News and Comedy
At Regular Prices

TUESDAY AND WEDNESDAY
"THE VIRGINIAN"
Florence Vidor and Kenneth Harlan
Always a Good Comedy
Admission Children 15c, Adults 30

OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN EVERY DAY
From 2 p. m. to 10 p. m.

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUDS AND DUDS of the POINT LOMA LAUNDRY

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year
IN ADVANCE
Single Copies ..... 5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, August 1, 1924

A LEGAL NEWSPAPER

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

EDITORIAL

PERSISTENCY IS A JEWEL

When Abraham Lincoln was a young man he ran for the legislature of Illinois and was badly swamped.

He next entered business—failed—and spent seventeen years of his life paying up the debts of a worthless partner.

He was in love with a beautiful woman to whom he became engaged—and then she died.

Entering politics again he ran for Congress and was badly defeated.

He then tried for an appointment in the United States land office, but failed.

After this he became a candidate for the United States Senate and was defeated.

In 1856 he became a candidate for the vice-presidency, but lost the race.

In 1858 he was once more defeated.

In the face of all this, he eventually became one of the country's greatest men.

How would you stand in face of such setbacks? Think it over!

Whatever you attempt, keep at it—in advertising as in your chosen calling.

TAXATION TAKES PROFIT

That any state should confiscate all farm lands and make tenants of the occupants would seem unbelievable.

But the process is under way, and at present rate of progress will be accomplished within lifetime of present generation.

Official tax records of states, and also figures compiled by bureau of economics of Department of Agriculture, show that the states will soon absorb by taxation all income of farm lands.

It is a principle of law that to take the income from property is practically the same as to take the property itself.

Since 1920, land values have decreased at an average of 20 per cent. Taxes, on the other hand, have shown the opposite tendency.

A statistical chart of taxes and farm income would show the line for taxes steadily curving upward in past eight years, and now near to line of farm income. When it crosses that line the work of confiscation is complete.

"The power to tax is the power to destroy."

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48
Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

HERE'S A TEST
For Your Electric Wiring

Can you attach your electric fan just where you want it—in any room in your house or on the porch?

There is a convenience outlet for a fan in every room in the house that has complete electrical convenience.

Make This Your Home
By Improving Your Electric Wiring

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64
Byllesby Engineering and Management Corporation

NONE BETTER
VERNON GASOLINE
Ask for "Vernon"--Every added mile will bring a smile
FOR SALE AT THE
Mission Beach Garage
3779 Mission Boulevard, Mission Beach
MAXWELL--SERVICE--*CHRYSLER* Phone, P. B. 542
TOW CAR [Day and Night] REPAIR SERVICE

The Braw, Wee Land

SASKATCHEWAN BOY GETS PRIZE FOR THIS ESSAY ON SCOTLAND

(Contributed by D. C. Crosby)

The fame of Scotland has reached Saskatchewan, Canada, and impressed a school boy there. Following is his prize essay on Scotland as printed in the local paper:

Scotland is a braw wee land in the north of England. It has water all around it and whisky all over it.

The population is about four and a half million, formerly including Andrew Carnegie, and if one can pronounce it coherently it is sure proof of sobriety. The country has considerable wealth, but very little of it ever finds its way out.

Gold has been discovered in certain districts in the pockets of certain natives. The best known exports of Scotland are Harry Lauder and Scotch whisky, though sufficient of the latter is retained in the country to satisfy the demands of home consumption.

The national dress of the people is the kilt, which is a kind o' short petticoat. In pattern it resembles a chess board, though in cold weather the wearer finds it more like a draught board. It was invented because the natives were unable to find trousers big enough to get their feet through.

Bagpipes provide the only music of the country. It is a wind instrument which when blown produces something similar to a tune. On many occasions during the great war, the Scotch regiments marched to death listening to the strains of the bagpipes, and in many cases it was doubted whether it was the enemy or the music which caused the heavy casualties.

Scotland has produced many great men, among them being Robert Burns, believed to have been a poet. His most famous poems are: "Scots We Have" and "Stop Your Tickling Jock." The chief national characteristic is reckless expenditure.

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TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner
STATE and B STS.
MAIN 777
Where Service Counts

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

LOST—Cream-colored Persian cat. Return to MRS. PFAFF, 4421 Del Monte avenue.

Will do your LAUNDRY WORK at my home, 4774 Brighton avenue. Phone Pt. Loma 335.

LITERARY

By Winifred Davidson

NEW TYPE OF NOVEL

"There is Confusion," by Miss Jessie Redmon Fauset, a novel of a new type, just published by Boni & Liveright company, is receiving much commendatory notice, as being a step in the right direction. "Ranking well above the middle line among the fiction books of the day," as the Boston Transcript critic says, Miss Fauset's story of cultured negroes of the north, takes its place as being distinctly worth while. It is dramatic, it is reserved, it is realistic without any savor of bitterness, and it is at the same time soundly hopeful. One feels that best through efforts of this kind is the problem of the day, the negro problem, to be solved.

Joanna Marshall, the heroine, is in no way idealistic. She represents in her own sphere, what any other normal, well-taught, self-contained American girl should represent: the flowering of the racial life at any given period. That that flowering is a colored girl's personality, unfolding with grace and charm, is here made more truly fascinating to study than many other fiction characters recently created. Joanna's father, Joel Marshall, and the older negroes of the story, reflect somewhat, in memory at least, the old spirit of oppression, naturally; but the young people are all in their rightful places, most of them with faces turned to the sun; their minds at work intelligently upon the world tangle.

"There is Confusion" has already passed through its second printing within the very brief period since its appearance. It is a permanent contribution to American literature.

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"Beach News" ads. bring business.

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CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

Religious News

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CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

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FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave.
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.
Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

The musical service for Sunday evenings has proved so successful that it will be continued through August. For Sunday night, August 3rd, in addition to the special program, everyone is requested to name their favorite hymn. If you can, please hand in the name of the song you wish sung at the close of the morning service, or before the opening of the evening.

11 a. m., the sermon will be on "The Bible—Its Place in the World Today." Solo, "Hold Thou My Hand," Briggs, Mrs. Dr. Gardner. Trio, "One Sweetly Solemn Thought," Ambrose, Mrs. Close, Mr. Meyer, Mrs. Gardner.

12 m., communion service to which all are invited to remain.

The Young People's Union has pledged $100 to the building fund and has arranged for a series of five entertainments for this purpose. The first will be a concert to be given in the church auditorium next Thursday evening, August 7th. The program will be both popular and serious numbers. The choir and the Ukulele Club will be assisted by instrumental and vocal additions. See advertisements for further notice.

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UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

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CHURCH OF CHRIST

There will be a meeting of the Church of Christ at the home of Mr. and Mrs. J. S. Padgett, 4649 Voltair street. next Sunday afternoon at 3 o'clock All are welcome and visitors are especially invited to attend the service.

MISSION BEACH
Bath-House
Now Under Construction
Costing $450,000
Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

LOTS as low as $400 on the Easiest Terms ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at *GENERAL SALES OFFICE*
101 Broadway or Tract Office, Mission Beach
Sales Agents: GEORGE L. BARNEY — T. A. RIFE

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

"This is Mr. Hofmyer of Pottawatomie county," said the dean of the college.

"I'm glad to meet you," said Jim. "I can talk to you now."

"No," said Jennie. "I know Mr. Hofmyer will excuse you until after dinner. We have a little party for Mr. Irwin, and we shall be late if we don't hurry."

"Where can I see you after supper?" asked Mr. Hofmyer.

Easy it was to satisfy Mr. Hofmyer; and Jim was carried off to a dinner given by County Superintendent Jennie to Jim, the dean, Professor Withers, and one or two others—and a wonderfully select and distinguished company it seemed to Jim. Jennie seized a moment's opportunity to say, "You did beautifully, Jim; everybody says so."

"I failed!" said Jim. "You know I failed. I couldn't remember my speech. I can't stay here feasting. I want to get out in the snow."

"You made the best address of the meeting; and you did it because you forgot your speech," insisted Jennie.

"Does anybody else think so?"

"Why, Jim! You must learn to believe in what you have done. Even Con Bonner says it was the best. He says he didn't think you had it in ye!"

This advice from her to "believe in what you have done"—wasn't there something new in Jennie's attitude here? Wasn't his belief in what he was doing precisely the thing which had made him such a nuisance to the county superintendent? However, Jim couldn't stop to answer the question which popped up in his mind.

"What does Professor Withers say?" he asked.

"He's delighted—silly!"

"Silly!" How wonderful it was to be called "silly"—in that tone.

"I shouldn't have forgotten the speech if it hadn't been for this darned boiled shirt and collar, and for wearing a cravat," urged Jim in extenuation.

"You ought to 've worn them around the house for a week before coming," said Jennie. "Why didn't you ask my advice?"

"I will, next time, Jennie," said Jim. "I didn't suppose I needed a bittingrig—but I guess I did!"

Jennie ran away then to ask Nils Hansen and Bettina to join their dinner party. She had a sudden access of friendliness for the Hansens. Nils refused because he was going out to see the college herds fed; but at Jennie's urgent request, reinforced by pats and hugs, Bettina consented. Jennie was very happy, and proved herself a beaming hostess. The dean devoted himself to Bettina—and Jim found out afterward that this inquiring gentleman was getting at the mental processes of a specimen pupil in one of the new kind of rural schools, in which he was only half inclined to believe. He thanked Jim for his speech, and said it was "most suggestive and thought-provoking," and as the party broke up slipped into Jim's hand a check for the honorarium. It was not until then that Jim felt quite sure that he was actually to be paid.

Mr. Hofmyer was waiting to give Jim the final convincing proof that he had produced an effect with his speech.

"Do you teach the kind of school you lay out in your talk?" he asked.

"I try to," said Jim, "and I believe I do."

"Well," said Mr. Hofmyer, "that's the kind of education I b'lieve in. I kep' school back in Pennsylvany fifty years ago, and I made the scholars measure things, and weigh things, and apply their studies as fur as I could."

"All good teachers have always done that," said Jim. "Froebel, Pestalozzi, Colonel Parker—they all had the idea which is at the bottom of my work; 'learn to do by doing,' and connecting up the school with life."

"M'h-m," grunted Mr. Hofmyer, "I hain't been able to see how Latin connects up with a high-school kid's life—unless he can find a Latin settlement som'eres and git a job clerkin' in a store."

"But it used to relate to life," said Jim, "the life of the people who made Greek and Latin a part of everybody else's education as well as their own. Latin and Greek were the only languages in which anything worth much was written, you know. But now"—Jim spread out his arms as if to take in the whole world—"science, the marvelous literature of our tongue in the last three centuries! And to make a child learn Latin with all that, a thousand times richer than all the literature of Latin, lying unused before him!"

"Know any Latin?" asked Mr. Hofmyer.

Jim blushed, as one caught in condemning what he knows nothing about.

(Continued next week)

THE NEWPORT SHOPPE THE NEWPORT SHOPPE THE NEWPORT SHOPPE

10 Days SACRIFICE SALE 10 Days

Beginning Saturday, August 2nd, Continuing for Ten Days

We have certain obligations to meet and must have Cash. You will realize this fact by the prices quoted below. This is no camouflage sale, but a real slaughter of prices of good, clean, merchandise. To miss this opportunity means a loss to you.

ALL GOODS SOLD FOR CASH AND CANNOT BE EXCHANGED

100 Boss Work Shirts, white, tan and gray, $1.50 value, to go for **$1.19**

Big Yank Work Shirts, blue, tan and gray, $1.25 value for **98¢**

Men's Work Shirts, blue, $1.00 value for **86¢**

Boys' Shirts for every day wear, $1.00 value **78¢**

Boys' Dress Shirts in three colors, $1.25 value for **85¢**

Men's Khaki Pants, $3.00 value for **$2.19**

Men's $2.00 Night Shirts for **$1.65**

Men's Pajamas, $2 value for **$1.69**

Men's Athletic Union Suit, $1.00 value for **89¢**

Sealpax Athletic Union Suits, $1.50 value for **$1.29**

Sealpax for boys to go for **79¢**

Men's $2.50 Pongee Shirts, soft collar, to sell for **$1.98**

Men's Dress Shirts, $2.25 value for **$1.83**

A lot of Children's Sweaters at **Greatly Reduced Prices**

Men's Work Gloves, horse hide, gauntlet, all leather, for **79¢**

Carpenters' union - made Overalls for **$1.95**

Painters' Overalls for **$1.45**

Men's heavy blue Overalls with bib, for **$1.85**

Men's heavy blue Overalls without bib **$1.70**

Children's Coveralls, reduced according to size.

Children's $1.50 Rompers for **99¢**

Men's 25c Hose for **21¢**

Men's 35c Hose for **29¢**

Men's 50c Silk Hose to go for, pair, **42¢**

Men's 65c Fancy Hose for **49¢**

Men's 75c Silk Hose for **59¢**

Men's high - grade Silk Hose, $1.25 value for **95¢**

Children's Half Sox, Lanco Brand, 40c value, for **23¢**

Children's Mercerised half Sox to go for, pair, **25¢**

Ladies' $2.50 Silk Hose for **$1.98**

Ladies' Silk Hose, $2.00 value, for **$1.59**

$1.75 Black Silk Hose for **$1.45**

Ladies' Brown Silk Hose, Drop Stitch, $1.25 value, for **98¢**

Ladies' Silk Hose, Fawn and Peach, $1.25 value, to go for **89¢**

White Silk Hose, $1.35 value for **89¢**

Brown All-Silk Hose, all sizes, $1.50 value, to go for **89¢**

Radiant Girl Silk Hose, black, brown and gray, $1.50 value for **98¢**

Ladies' Silk and Fiber $1 Hose for **79¢**

Ladies' Mercerized Hose, black, white and brown, **45¢**

Ladies' Silk Hose, Form fashioned Ravel stop, $1.85 to go for **$1.39**

Three colors Ladies' Gun Metal Chiffon Hose, $1.75 value for **$1.27**

Children's Fancy ¾ Hose, 60c value, to go for **49¢**

Special—Children's Merc. Half Sox, all sizes and colors, for **19¢**

Flisher's Yarns, Germantown, Saxony, Shetland Floss, Knitting Worsted, **10 Per Cent Discount**

Dr. Denton's Sleeping garments, all sizes, **10 Per Cent Discount**

Ladies' $3.00 Nickers for **$2.29**

Ladies' $2.00 Khaki Middy Blouse, for **$1.69**

Ladies' White Skirts $1.50 value for **$1.19**

Ladies' Petticoats, beautiful colors, $2.25 garment for **$1.79**

Ladies' $1.50 Teddies for **$1.29**

Women's Night Gowns, Crepe, for **99¢**

Outing Flannel Night Gowns, $1.50 value for **99¢**

Ladies' and Children's Bloomers—
50c value for **45¢**
65c value for **55¢**
75c value for **69¢**
$1.50 Value for **$1.19**

Camisoles, $2.25 value for **$1.89**

Ladies' Sateen Princess Slips, $1.65 value for **$1.29**

Indian Blankets, 64x72, beautifully colored and designed, hevay, a $6.00 value for **$3.95**

Comforter, 4½-lb. double carded, 72x84 100 per cent new cotton, $5.00 value for **$3.29**

Baby Blankets, 36x50, $1.50 value for **$1.19**
30x40, $1.25 value for **95¢**

Some beautiful Silk Sweaters and Knit Dresses at **Sacrifice Prices.** Ask to see them.

All Ladies', Misses' and Children's Underwear at a **Big Reduction** during this Sale.

60-inch Mercerized Table Cloth, 65c value for **39¢**
72-inch Unbleached Sheeting for **54¢**
27-inch Canton Flannel for, yd. **23¢**
27-inch Outing Flannel for, yd. **23¢**
36-in Outing Flannel to go for yd **25¢**
36-inch Daisy Cloth for, yd. **32¢**
27-inch Daisy Cloth for, yd. **25¢**
42-inch Pillow Tubeing, 60c value, **47¢**
Bed Spreads, 78x88, $4.00 value to go for **$3.25**
Bed Spreads, 78x88, $3.75 value, to go for **$3.00**
Bed Spreads, 78x88, $3.50 value, to go for **$2.75**

SHOES

Misses' Tennis Oxfords for **75¢**
Women's Tennis Oxfords for **95¢**
Women's Tennis Shoes, $1.25 value, value, for **98¢**
Women's Canvas Pumps, Rubber Heel, $1.75 value for **$1.29**
Women's White Canvas Lace Oxfords, $2.50 value for **$1.79**
Women's White Canvas Leather Trim, $3 value for **$2.45**
Bedroom Slippers, all colors and sizes, for **$1.10**
Misses, Children's Moccasins for **95¢**
Children's $3.50 Pumps for **$2.85**
Misses' Pt. Leather Sandals, $4.65 value for **$3.65**
Children's sizes, $3.65 value for **$2.95**
All Shoes in proportion to the above prices. Lack of space does not permit us to list.

Oil Cloth Table Covers, blue, pink and green, for **69¢**

Toilet Paper, 3 rolls for **20¢**

A lot of fine Bath Towels at **BARGAIN PRICES**

Reduced Prices on all Stamped Goods

Ribbons and Laces, **15% Discount**

NOTIONS AND TOYS
Will be sold at a **liberal discount.**

JANTZEN BATHING SUITS
Ladies' $7.00 Suit for **$5.50**
Men's $6.50 Suit for **$5.00**
Cadets' $5.50 Suit for **$4.50**
Children's $3.00 Suit for **$2.50**
Swim Easy Suit, all wool, $5.50 Suit for **$4.48**
Swim Easy Suit, all wool, lighter weight, $4.50 and $5 suits for **$3.69**
Children's All-Wool Suits for **$1.98**
Ladies', Men's and Children's Cotton Suits for **$1.69**

Bathing Belts, Caps and Shoes at a **Big Discount**

Ladies' Bungalow Aprons and House Dresses—
$2.50 values for **$1.95**
$2.00 values for **$1.75**
$1.50 values for **$1.10**

Girls' Middy Blouses for **$1.95**

Bungalow Aprons to be Embroidered, For **$1.19**

YARD GOODS

27-inch Ginghams, 20c value at **15¢**
32-inch Gingham, 25c value **18¢**
22-inch Gingham, 35c value, check and plain **27¢**
34-inch Creton, 30c value **23¢**
30-inch Plisse Crepe, 35c value **25¢**
Pongee and White Soiesette, 65c value at **45¢**
30-inch Khaki Cloth, 45c value at **35¢**
36 and 40-inch Voile, 65c and 75c value at **49¢**
Plain Voile, 50c value, at **38¢**
36-inch Colored Indian Head, 60c value, at, yard **45¢**
36-inch Colored Linen, $1.00 value, at, yard **75¢**
36-inch Ratine, 65c value, at **45¢**
36-inch Brocaded Crepe, $1.50 value at **$1.29**
36-inch Cotton Challie, 22c value, **18¢**
36-inch Percale, 25c value **20¢**
30-inch Ratine Voile, 65c value **40¢**
36-inch Curtain Scrim, 25c value, **19¢**
30-inch Jap Crepe, 25c value **19¢**
32-inch Romper Cloth, 27c value **22¢**
16-inch Linen Toweling for **23¢**
27-inch Chambray for, yard **9¢**
30-inch White Canvas Drill, yard **29¢**
42-inch Pillow-Tubing for, yard **41¢**
Flowered Pillow Ticking at **43¢**
Regular 36-inch Domestic Muslin, Unbleached, for **24¢**
36-inch Indian Head for **29¢**
36-inch Unbleached Muslin for **21¢**
36-inch Nainsook for **27¢**
36-inch Bleached Muslin **23¢**
Burlap, 36-inch, green and brown, for **27¢**

THE NEWPORT SHOPPE

5005 Newport Avenue, Ocean Beach, California

CECIL O. CARL
ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.
Res. Phone Pt. Loma 36
Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
"If it's Electrical, see Cecil"

IF YOU HAVE
HOUSES *For Rent*
Classified Ads Get Quick Results.
WE CIRCULATE

W. E. BUTLER
PLASTERING CONTRACTOR
Estimates Furnished
Reasonable Prices
Satisfaction Guaranteed
4356 SARATOGA AVENUE
Ocean Beach

OCEAN BEACH PLUMBING COMPANY
Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152
Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

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